

# GLOBAL SUMMIT, BUENOS AIRES AR (2013)

## CC TOOLKITS



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Billy Meinke / Project Assistant, Creative Commons  
Teresa Sempere Garcia / Community Support Intern

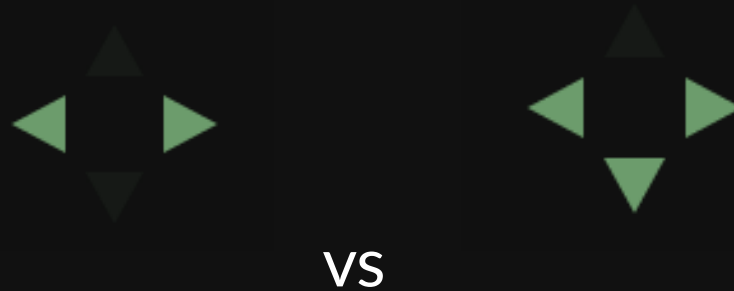


this presentation @ <http://bit.ly/summittoolkits>

# THIS PRESENTATION

If you're clicking through this presentation on [slid.es](#), please note that there are slides that running vertically and horizontally.

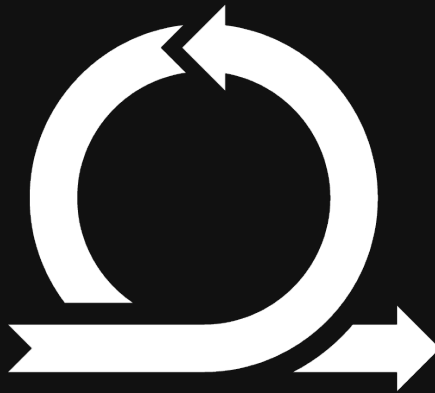
Use the arrows in the lower right corner, or swipe up and down on a mobile device/touchscreen.



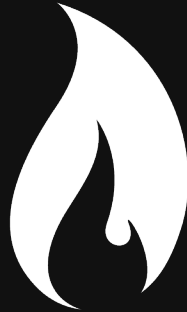
# COORDINATION

- Billy - CC HQ Education
- Teresa - CC Community Support Intern

+Working Groups in short sprints  
(more on that later)



# WHY TOOLKITS?



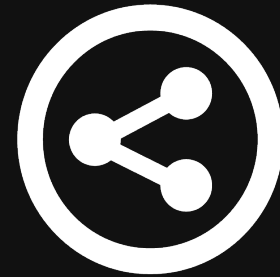
We can spread the word quickly now.

Let's build some things together.

# WHAT ARE THE TOOLKITS?

- Brief, digestible, relevant information packs
- Targeting areas of opportunity for open
- On the web, downloadable, open file formats
- #CCBY
- Made by Communities

**EXPLAIN HOW CC HELPS US SHARE**

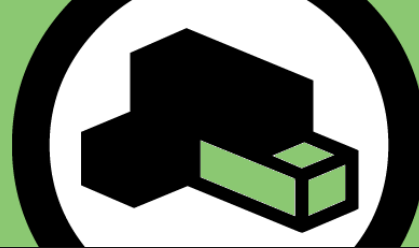


# HIGH LEVEL

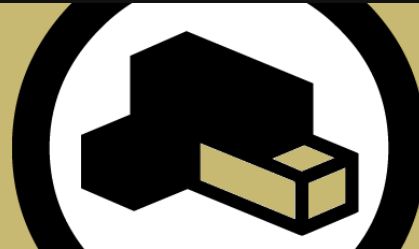
Attractive, digestible, relatable



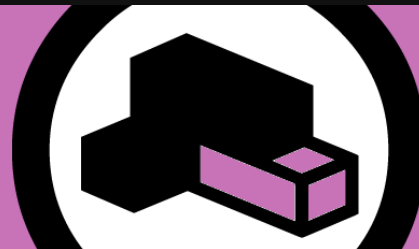
**The Basics of CC**  
*a toolkit to share*



**CC & Science**  
*a toolkit to share*



**CC & Creative Industry**  
*a toolkit to share*



# GREAT CONTENT EXISTS

(if you can find it)

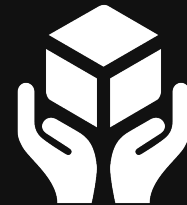


# A TOOLKIT

IMAGES | VIDEO | TEXT | AUDIO

Find the best content that speaks to the questions we wish to answer. Gather a list, discuss, raise the most useful content to the top. That's what we're doing in this workshop.

Put the content in the template and share



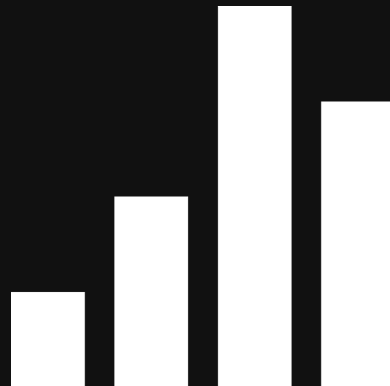


# THE COMMUNITY

Expertise in many domains, across a range of contexts

- Survey of affiliate groups > priority areas

education | science | government | creative industries



# USING OPEN CONTENT

- Use existing content, practice in curation and remixing



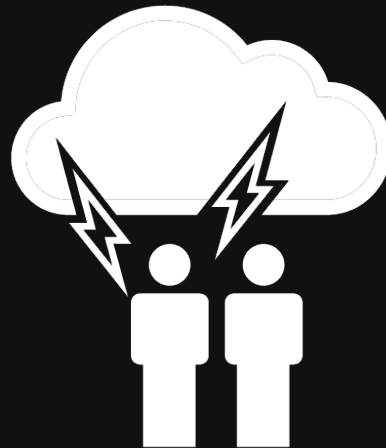
- Create new content where needed, round out the basics

And sprint to build it.

# WHERE?

Regional groups and distributed experts.

These kits are for top-level domains.  
(and barriers we all face)



If we can't find a minimum number of commonalities or themes, we've got problems.

# WHAT SPRINT PROJECTS CAN BE FUNDED?

1 Development Sprint

-

5-7 Content (subject area) Sprints

-

+ Translation Hackathons w/ SooHyun

Contact us via the form with your interest, and we will connect the interested folks.



**IS IT GOING TO BE HARD?**

(yep)

**IS IT GOING TO BE PERFECT?**

no. (this is why we iterate)

**ARE SPRINTS YOUR CUP OF TEA?**

maybe. why not find out right now?

# HOW (TECH)

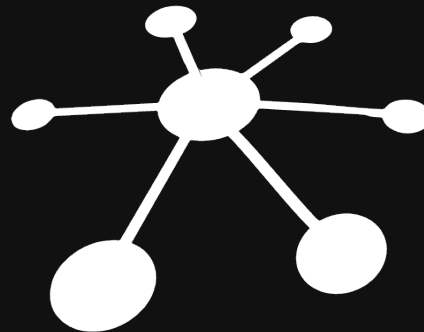
- Wordpress Site [cctoolkits.wordpress.com](http://cctoolkits.wordpress.com)
- Google Group (mailing list)
- Etherpad (brainstorming/structuring)
- Dropbox / Drive (file sharing)



# WORKING GROUPS

Use [this form](#) to send us your interest and contact information.

- Working Group for each subject area (5+)
- Lead (1)
- Members (5-7)



# TIMELINE

- 1 complete toolkit (w/translations) due in October (2013)
- 4 more toolkits due in April (2014)



Sprints/hackathons at global events October -February

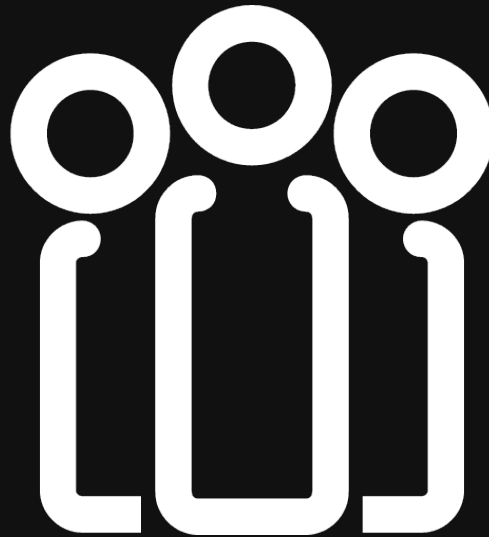
Translation efforts on-going, also through **sprints**

[http://wiki.creativecommons.org/CC\\_Translation\\_Sprint](http://wiki.creativecommons.org/CC_Translation_Sprint)

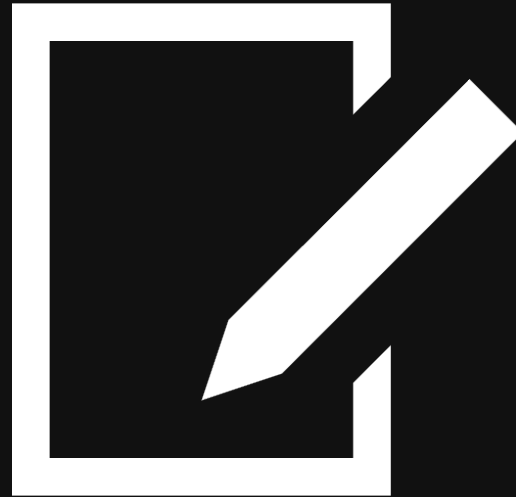


# PLUS RIGHT NOW

We have a pretty nice Working Group in the room with us.  
(it's you)



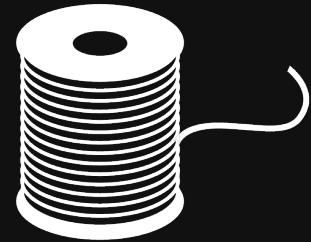
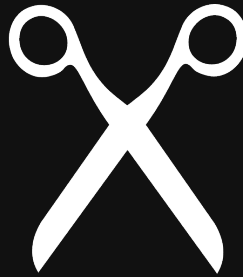
# THIS WORKSHOP



If nothing more, we'll have a corpus.

# 3 STEPS TODAY

Brainstorming | Organizing / Content Sourcing | Threading

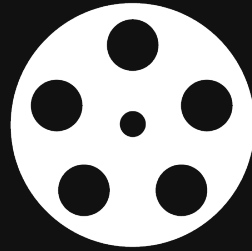


# QUESTIONS TO ANSWER

(brainstorming)

- Why is CC beneficial to society as a whole? (narr.)
- What are the key concepts? 5
- What are the most common questions people have? 10
- Who might we use as a case study? 3

# CONTENT TO GATHER



What media can we use to help explain it?

- 3 videos (<2mins)
- 3 slideshow presentations (<10 slides)
- 3 (fresh) case study profiles
- 3 print-ready documents (2 page max)

+Simple, easy text summaries.

# BRAINSTORMING

Let's break into groups, if needed



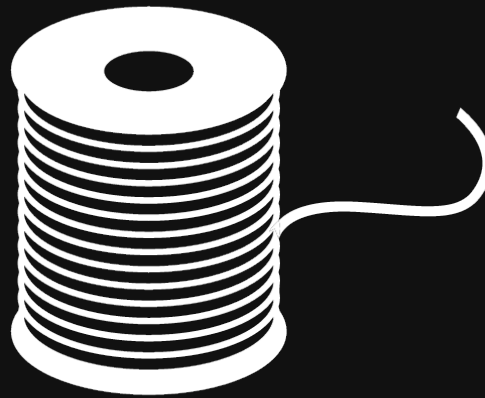
# ORGANIZING & CONTENT SOURCING

Let's find and grab the good stuff.



# THREADING IT TOGETHER

Let's put it on the web.





# WRAPPING IT UP

- Questions?
- Concerns?

To be involved, please submit your information in the form.

<http://bit.ly/toolkitshelp>

[billy.meinke@creativecommons.org](mailto:billy.meinke@creativecommons.org)

# ATTRIBUTIONS

- Sprint Cycle - by Jamie Bristol <http://thenounproject.com/noun/sprint-cycle/#icon-No11513>
- Flame - by Nadav Barkan <http://thenounproject.com/noun/flame/#icon-No2318>
- Share - by wayne25uk <http://thenounproject.com/noun/share/#icon-No7584>
- Big Idea - (no artist) <http://thenounproject.com/noun/share/#icon-No13680>
- 3D Glasses - by NDSTR <http://thenounproject.com/noun/3d-glasses/#icon-No1280>
- Search - by Igor Culcea <http://thenounproject.com/noun/search/#icon-No14173>
- Gift - by Stefan Parnarov <http://thenounproject.com/noun/gift/#icon-No19558>
- Bar Graph - by Marc Orro <http://thenounproject.com/noun/bar-graph/#icon-No15354>
- Brainstorm - by Björn Andersson <http://thenounproject.com/noun/brainstorm/#icon-No15232>
- Email - by Martha Ormiston <http://thenounproject.com/noun/email/#icon-No15543>
- Network - by JerryWang <http://thenounproject.com/noun/network/#icon-No10391>

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# ATTRIBUTIONS (CONT)

- Sprint Cycle - by Jamie Bristol <http://thenounproject.com/noun/sprint-cycle/#icon-No11513>
- Calendar - by Edward Boatman <http://thenounproject.com/noun/calendar/#icon-No404>
- Group - by Baabullah Hasan <http://thenounproject.com/noun/group/#icon-No12225>
- Write - by Lemon Liu <http://thenounproject.com/noun/write/#icon-No21211>
- Conversation - by João Miranda <http://thenounproject.com/noun/conversation/#icon-No7649>
- Scissors - by Edward Boatman <http://thenounproject.com/noun/scissors/#icon-No178>
- Thread - by Paulo Volkova <http://thenounproject.com/noun/thread/#icon-No3979>
- Film Reel - by Elves Sousa <http://thenounproject.com/noun/film-reel/#icon-No16945>

# MORE

More cool nouns from various artists on [thenounproject.com](http://thenounproject.com)

